



April 9, 2020

To: Transit Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Consultant Selection for Vanpool Service Providers

Overview

On November 25, 2019, the Board of Directors approved the release of a request for proposals to provide commuter vanpool services. Offers were received in accordance with Orange County Transportation Authority procurement procedures for professional and technical services. Board of Directors' approval is requested for the selection of a firm to provide these services.

Recommendations

- A. Approve the selections of AVR Vanpool, a division of Airport Van Rental; Enterprise Rent-A-Car Company of Los Angeles LLC, doing business as Commute with Enterprise; and Green Commuter, Inc., to provide vanpool program services for the Orange County Transportation Authority vanpool program, in the aggregate amount of \$12,923,121, to be shared by all firms based on the number of vanpools operated.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-9-1698 between the Orange County Transportation Authority and Enterprise Rent-A-Car Company of Los Angeles, doing business as Commute with Enterprise, to provide vanpool program services for a five-year initial term through June 30, 2025, and with two, two-year option terms.
- C. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-0-2156 between the Orange County Transportation Authority and AVR Vanpool, a division of Airport Van Rental, to provide vanpool program services for a five-year term through June 30, 2025, and with two, two-year option terms.

- D. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-0-2157 between the Orange County Transportation Authority and Green Commuter Inc., to provide vanpool program services for a five-year term through June 30, 2025, and with two, two-year option terms.

Discussion

Since 2007, the Orange County Transportation Authority (OCTA) has provided a vanpool program, OC Vanpool Program, contracting with vanpool companies, to provide commuters with a convenient and cost-effective transportation option. A vanpool consists of a group of five to 15 people who regularly commute to work in a shared vehicle.

Vanpools provide more than 1.2 million annual passenger trips for commuters who work in Orange County. The average vanpool trip length is 37 miles, one-way. There are 483 vanpools servicing 90 Orange County employers.

Program benefits include:

- Provides commuters transportation option that is cost-effective, allows for shared cost and reduced stress
- Offers long-distance commuters with direct service between neighborhood collection points and worksites
- Reduces congestion and helps to achieve air quality goals by providing an alternative to single-occupant vehicles
- Generates federal Section 5307 funding for transit

The OC Vanpool Program is a public-private partnership with three distinct participants, including OCTA, vanpool providers, and vanpool riders.

Each partner has a role:

OCTA Responsibilities

OCTA, as Orange County's public transit provider, is responsible for implementing the OC Vanpool Program, including contracting with the vanpool providers, and providing a subsidy to qualified vanpools to offset vehicle costs. OCTA receives Federal Transit Administration Section 5307 funds, which cover the subsidies, by collecting and reporting annual passenger and vehicle miles traveled and expenses incurred in the operation of each vanpool.

OCTA works with Orange County employers to help market the OC Vanpool Program at worksites. OCTA promotes the program through its employer outreach and ride matching services and conducts commuter marketing campaigns to increase awareness of and participation in the program.

Vanpool Provider Responsibilities

OCTA contracts with private providers to deliver vanpool services. These providers are required to record and submit annual inventory, operation, and administration expense reports to OCTA. Providers, through a month-to-month rental agreement with each vanpool group, provide vanpool vehicles, all maintenance, insurance, and payment collection from vanpool customers.

Vanpool Rider Responsibilities

Vanpool riders share the costs of the vehicle rental, fuel, tolls, and parking. One person volunteers to be the driver/coordinator to record and report ridership and expense data to OCTA. Most vanpool riders travel less than five miles to a pick-up location near their home (such as a park-and-ride lot) and have similar destinations and work hours.

With three vendors available through the OC Vanpool program going forward, riders and/or their employers will be able to evaluate the vehicle options available, the monthly vehicle rates, and select the vanpool option that will best meet the needs of the riders/employers.

Procurement Approach

This procurement was handled in accordance with OCTA Board of Directors (Board)-approved procedures for professional and technical services. In addition to cost, many other factors are considered in an award for professional and technical services. Award is recommended to the firms offering the most comprehensive overall proposals considering such factors as staffing and project organization, prior experience with similar projects, work plan, and a fair and reasonable price structure.

On November 25, 2019, the Board authorized the release of Request for Proposals (RFP) 9-1698, which was issued electronically on CAMM NET. The project was advertised in a newspaper of general circulation on November 25 and December 3, 2019. A pre-proposal conference was held on December 4, 2019, with four attendees representing two firms. Two addenda were issued to provide a copy of the pre-proposal registration sheet and to respond to questions related to the RFP.

On January 7, 2020, four proposals were received. An evaluation committee consisting of OCTA staff from Contracts Administration and Materials Management, Marketing and Customer Engagement, Motorist Services, Paratransit Services, and Revenue Administration met to review all proposals received.

The proposals were evaluated based on the following Board-approved evaluation criteria and weights:

- Staffing and Project Organization 30 percent
- Work Plan 30 percent
- Qualifications of the Firm 20 percent
- Cost and Price 20 percent

Several factors were considered in developing the evaluation criteria weights. Staffing and project organization, as well as work plan were weighted highest at 30 percent each to emphasize the importance of the proposing firms having a knowledgeable management team and staff who are experienced in providing all aspects of services to vanpool participants, as well as demonstrating their understanding and approach to meeting reporting requirements. Qualifications of the firm, as well as cost and price were weighted at 20 percent each to ensure firms have relevant experience and adequate resources to comply with the program requirements as specified in the scope of work to ensure OCTA receives the best value for the services provided.

On January 30, 2020, the evaluation committee reviewed the four proposals received based on the evaluation criteria and short-listed the three firms listed below in alphabetical order:

Firm and Location

AVR Vanpool, a division of Airport Van Rental (AVR Vanpool)
Los Angeles, California

Enterprise Rent-A-Car Company of Los Angeles LLC, doing business as
Commute with Enterprise (Enterprise)
Orange, California

Green Commuter, Inc. (Green Commuter)
Los Angeles, California

Interviews consisted of a presentation to demonstrate the firms' understanding of OCTA requirements for this project. The firms' project managers and key team

members had an opportunity to present qualifications and respond to the evaluation committee's questions. Questions were asked relative to the firms' resources to deliver the scope of work as required, the proposed project team's related experience, and the firms' process for collecting and reporting the required National Transit Database (NTD) data.

Based on the evaluation of the written proposals, the firms' qualifications, the information obtained from the interviews, and the price proposals, the evaluation committee recommends all three companies interviewed be awarded contracts.

Having multiple vanpool providers results in competitive pricing for vanpool participants, as well as options to select the vanpool provider that best fits vanpool participant needs, which contributes to overall growth and retention of vanpools in Orange County.

Additionally, having multiple vanpool providers also allows for the ability to award contracts that are consistent with the zero-emission bus (ZEB) fleet requirements set forth under the California Air Resources Board Innovative Clean Transit (ICT) regulation. The regulation gives transit agencies the option of providing zero-emission transportation services, such as vanpools, to generate zero-emission mobility credits under the Zero-Emission Mobility Option. OCTA may use these credits in lieu of purchasing ZEBs; for every credit earned, OCTA may apply it towards the purchase of one ZEB to meet the minimum purchase requirement in the ICT regulation.

Qualifications of the Firms

All three firms have demonstrated direct relevant experience in vanpool program services. Each firm demonstrated their capabilities to perform all aspects of the vanpool program requirements. All three firms have demonstrated experience providing similar services to public agencies and other transit agencies. Enterprise is OCTA's current vanpool provider and is the largest vanpool program provider in the nation with over 12,000 vanpools currently in operation and over 22 years of experience. Green Commuter is an all-electric vanpooling program which offers a clean transportation option. Launched in 2016, they are currently providing all electric vehicles to Los Angeles County Metropolitan Transportation Authority (LA Metro) and Victor Valley Transit Agency. AVR Vanpool was established in 2017 through a merger with a well-established company, Airport Van Rental. This organizational restructure allowed AVR Vanpool access to more resources by leveraging vehicle inventory, reporting systems, and staff. These resources currently include over 280 operating vanpools, which offers vanpool service to LA Metro and Los Angeles Department of Water and Power.

Staffing and Project Organization

The three firms have demonstrated adequate staff resources to support the OC Vanpool Program. The project managers and key personnel proposed by the three firms are all qualified and demonstrate extensive knowledge of vanpool program requirements. The proposed project staff for each firm demonstrated familiarity with all aspects of the vanpool program including the NTD reporting requirements. Interviews with the firms validated staff credentials and their ability to support the vanpool program. Enterprise will continue to support OCTA with a staff that is currently in place. Green Commuter will provide five key personnel who have extensive experience and specialized training in electric vehicle fleet management, maintenance, customer service, and reporting. AVR Vanpool demonstrated strong experience with fleet operations management and customer service.

Work Plan

The work plan proposed by the firms conformed to the scope of work identified in the RFP. The firms, through their proposals, also demonstrated their ability to provide the proper reporting, invoicing, vehicle maintenance, and customer service. Enterprise proposed a comprehensive approach to completing the project requirements. Green Commuter's work plan was innovative in its approach to providing an all-electric fleet for the vanpool services. AVR Vanpool presented a work plan that addressed all the elements of the scope of work, including a robust approach to vanpool marketing and customer service, which included offering a referral bonus to vanpool coordinators.

Cost and Price

Pricing scores were based on a formula, which assigned the highest score to the lowest average not-to-exceed use fee and scored the other proposal rates based on their relation to the lowest rate. All firms proposed competitive rates.

Targeted Vanpool Growth and Contract Term		
Fiscal Year	Estimated Number of Vans at Year End	Subsidy
2020-21	511	\$ 2,431,870
2021-22	522	\$ 2,505,600
2022-23	538	\$ 2,580,768
2023-24	554	\$ 2,658,191
2024-25	571	\$ 2,746,692
Initial Term Total Amount		\$ 12,923,121

Procurement Summary

Based on the evaluation of the written proposals, the firms' qualifications, and the information obtained from the interviews, the evaluation committee recommends the selection of AVR Vanpool, Enterprise, and Green Commuter as the three firms to provide subsidized commuter vanpool services. Each of these vendors demonstrated strong relevant experience and submitted a thorough and comprehensive proposal that was responsive to all requirements of the RFP.

Fiscal Impact

The vanpool subsidy will be included in OCTA's Fiscal Year 2020-21 Budget. The subsidy is funded with Congestion Mitigation Air Quality grant funds in Operations Division Account 1842-7319-D4621-L77.

Summary

Based on the information provided, staff recommends the Board authorize the Chief Executive Officer to negotiate and execute Agreement No. C-9-1698 with Enterprise, Agreement No. C-0-2156 with AVR Vanpool, and Agreement No. C-0-2157 with Green Commuter, to provide vanpool program services, in an aggregate amount of \$12,923,121, for a five-year initial term, with two, two-year option terms.

Attachments

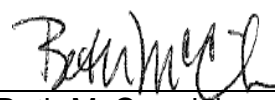
- A. Review of Proposals – RFP 9-1698, Vanpool Service Providers
- B. Proposal Evaluation Criteria Matrix (Short-listed Firms) – RFP 9-1698, Vanpool Service Providers
- C. Contract History for the Past Two Years, RFP 9-1698 Vanpool Service Providers

Prepared by:



Sandy Boyle
Section Manager, Vanpool Program
714-560-5761

Approved by:



Beth McCormick
Executive Director, Operations
714-560-5964



Virginia Apadessa
Director, Contracts Administration and
Materials Management
714-560-5623



Jennifer L. Bergener
Chief Operating Officer, Operations/
Deputy Chief Executive Officer
714-560-5462